UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# FORM D

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D. **SECTION 4(6), AND/OR** 



OMB Number

Expires:

Serial

3235-0076

..16.00

April 30, 2008

UNIFORM LIMITED OFFERING EXEMPTION	DATE RECEIVED									
Name of Offering ( check if this is an amendment and name has changed, and indicate change.)	)									
Spring 2006 Incentive Compensation Plan Distribution of Common Stock, \$0.001 par value per share										
Filing Under (check box(es) that apply):    Rule 504    Rule 505    Rule 506    Section 4(6)    ULOE										
Type of Filing: ☐ Amendment ☐ Amendment										
A. BASIC IDENTIFICATION DATA										
1. Enter the information requested about the issuer										
Name of Issuer ( check if this is an amendment and name has changed, and indicate change.)										
M Financial Holdings Incorporated										
Address of Executive Offices (Number and Street, City, State, Zip Code)	Telephone Number (Including Area Code)									
1125 N.W. Couch Street, Suite 900, Portland, Oregon 97209	503) 232-6960									
Address of Principal Business Operations (Number and Street, City, State, Zip Code)	Telephone Number (Including Area Code)									
(if different from Executive Offices)										
Brief Description of Business Provides qualified insurance agencies marketing techniques, sale	s promotion ideas, computer software and									
marketing products and software.										
	PROCESSED									
Type of Business Organization										
corporation limited partnership, already formed other (please sp	ecify): <i>L</i> MAR 2 9 2006									
business trust limited partnership, to be formed										
Month Year	THOROGEN									
Actual or Estimated Date of Incorporation or Organization:  1 0   9 5  🖾 Actual										
Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service abbreviation for	· · ·									
CN for Canada: FN for foreign jurisdiction)	D   E									

# GENERAL INSTRUCTIONS

### Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When to File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

SEC 1972 (6-02)

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

## ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

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Persons who respond to the collection of information contained in this form are not Required to respond unless the form displays a currently valid OMB control number.

A. BASIC IDENTIFICATION DATA
2. Enter the information requested for the following:
• Each promoter of the issuer, if the issuer has been organized within the past five years;
• Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of
the issuer;
<ul> <li>Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and</li> <li>Each general and managing partner of partnership issuers.</li> </ul>
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Balser, Ronald D.
Business or Residence Address (Number and Street, City, State, Zip Code)
3424 Peachtree Road NE, Suite 2100, Atlanta, GA 30326
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Cheney, James A.
Business or Residence Address (Number and Street, City, State, Zip Code)
1400 Williams Street, Chattanooga, TN 37408
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Downey, David J.
Business or Residence Address (Number and Street, City, State, Zip Code)
505 Devonshire Drive, Champaign, IL 61824
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Mack, Richard D.
Business or Residence Address (Number and Street, City, State, Zip Code)
8330 Woodfield Crossing, #100, Indianapolis, IN 46240
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Meisenbach, John W.
Business or Residence Address (Number and Street, City, State, Zip Code)
1325 4th Avenue, Suite 2100, Seattle, WA 98101
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Mullin, Peter W.
Business or Residence Address (Number and Street, City, State, Zip Code)
644 South Figueroa Street, Los Angeles, CA 90017
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Nease, III, Lawton M.
Business or Residence Address (Number and Street, City, State, Zip Code)
2100 RiverEdge Parkway, Suite 200, Atlanta, GA 30328
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Palmieri, Victor H.
Business or Residence Address (Number and Street, City, State, Zip Code)
644 South Figueroa Street, Los Angeles, CA 90017
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Solomon, Mark I.
Business or Residence Address (Number and Street, City, State, Zip Code)
1926 Arch Street, Philadelphia, PA 19103
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Business or Residence Address (Number and Street, City, State, Zip Code)

A. BASIC IDENTIFICATION DATA
2. Enter the information requested for the following:
• Each promoter of the issuer, if the issuer has been organized within the past five years;
• Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of
the issuer;
• Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
Each general and managing partner of partnership issuers.
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Jonske, Fred H.
Business or Residence Address (Number and Street, City, State, Zip Code)
1125 N.W. Couch Street, Suite 900, Portland, Oregon 97209
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Byrne, Daniel F.
Business or Residence Address (Number and Street, City, State, Zip Code)
1125 N.W. Couch Street, Suite 900, Portland, Oregon 97209
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Friedman, Donald H.
Business or Residence Address (Number and Street, City, State, Zip Code)
1125 N.W. Couch Street, Suite 900, Portland, Oregon 97209
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Graves, Gerald J.
Business or Residence Address (Number and Street, City, State, Zip Code)
1125 N.W. Couch Street, Suite 900, Portland, Oregon 97209
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Morrison, Connie K.
Business or Residence Address (Number and Street, City, State, Zip Code)
1125 N.W. Couch Street, Suite 900, Portland, Oregon 97209
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
O'Connor, Randall M.
Business or Residence Address (Number and Street, City, State, Zip Code)
1125 N.W. Couch Street, Suite 900, Portland, Oregon 97209
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Business or Residence Address (Number and Street, City, State, Zip Code)
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Business or Residence Address (Number and Street, City, State, Zip Code)
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Business or Residence Address (Number and Street, City, State, Zip Code)
Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner
Full name (Last name first, if individual)
Business or Residence Address (Number and Street, City, State, Zip Code)

	B. INFORMATION ABOUT OFFERING											
1.	Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?	Yes	No									
2.	Answer also in Appendix, Column 2, if filing under ULOE.  What is the minimum investment that will be accepted from any individual?	\$ N/A										
3.	3. Does the offering permit joint ownership of a single unit?											
4.	commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.											
Fui N/A	I name (Last name first, if individual)											
	siness or Residence Address (Number and Street, City, State, Zip Code)		<del></del>									
Naı	me of Associated Broker or Dealer											
		All S	States  ID  MO  PA  PR									
Bus	siness or Residence Address (Number and Street, City, State, Zip Code)											
Naı	me of Associated Broker or Dealer											
Sta	tes in Which Person Listed Has Solicited or Intends to Solicit Purchasers		-									
_	(Check "All States" or check individual States).	🔲 All S										
	IL	□HI □MS □OR □WY	□ID □MO □PA □PR									
Ful	l name (Last name first, if individual)											
Bu	siness or Residence Address (Number and Street, City, State, Zip Code)											
Naı	me of Associated Broker or Dealer	- 18										
Sta	tes in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States)	🗌 All S	States									
		□HI □MS □OR □WY	□ID □MO □PA □PR									

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

## C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box \( \subseteq \) and indicate in the columns below the amounts of the securities offered for exchange and		
	already exchanged.	Aggregate	Amount Already
	Type of Security	Offering Price	Sold
	Debt	\$0	<u>\$0</u>
	Equity	\$ 31,606,740*	\$ 31,606,740*
	Common Preferred		
	Convertible Securities (including warrants)	<u>\$0</u>	\$0
	Partnership Interests	<u>\$0</u>	<u>\$</u>
	Other (Specify)	\$ <u> </u>	<u>\$0</u>
	Total	\$ 31,606,740*	\$ 31,606,740*
	Answer also in Appendix, Column 3, if filing under ULOE.		
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."	·	
		Number Investors	Aggregate Dollar Amount of Purchases
	Accredited Investors	188	\$ 28,283,790*
	Non-accredited Investors	24	\$ 3,322,950*
	Total (for filings under Rule 504 only)	N/A	\$ N/A
	Answer also in Appendix, Column 4, if filing under ULOE.		
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C - Question 1.		
		Type of	Dollar Amount
	Type of offering	Security	Sold
	Rule 505	N/A	\$ N/A
	Regulation A	<u>N/A</u>	<u>\$ N/A </u>
	Rule 504	<u>N/A</u>	\$ N/A
	Total	N/A	\$ N/A
4.	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees		<u>\$ N/A</u>
	Printing and Engraving Costs		<u>\$ N/A </u>
	Legal Fees	$\boxtimes$	<u>\$ 55,000</u>
	Accounting Fees	$\boxtimes$	\$ 22,000
	Engineering Fees		<u>\$ N/A</u>
	Sales Commissions (specify finders' fees separately)	. 🗆	\$ N/A
	Other Expenses (identify) Blue Sky filing fees	$\boxtimes$	\$ 8,000
	Total	$\boxtimes$	\$ 85,000

<sup>\*</sup> The issuer will receive no cash proceeds from the offering. The purpose of the offering is not to raise capital, but to distribute compensation under an incentive compensation plan for services rendered to the issuer.

C: OFFERING PRICE	NUMBER OF INVESTORS, EXPENSES AN	D USE	OF PRO	CEEDS	8, 77 (1) 7 (1) (1)	a	
	gate offering price given in response to Part C - response to Part C - Question 4.a. This difference	is					<b>7.40</b> *
used for each of the purposes shown. If the estimate and check the box to the left of the	ross proceeds to the issuer used or proposed to be amount for any purpose is not known, furnish an estimate. The total of the payments listed must ler set forth in response to Part C - Question 4.b				\$ 3	1,521,	,740^
J.		Dire	nents to ( ctors, & liates	Officers,	Payr Oth	ments ers	to
Salaries and fees			\$	0		\$	0
Purchase of real estate			\$	0		\$	0
Purchase, rental or leasing and installation of ma			\$	0		\$	0
Construction or leasing of plant buildings and fa			\$	0		\$	0
Acquisition of other businesses (including the va may be used in exchange for the assets or securit			\$	0		s	0
Repayment of indebtedness			\$	0		\$	0
Working capital			\$	0 .		\$	0
Other (specify):			\$	0	×	\$ 31	,521,740*
Column Totals			\$	0	$\boxtimes$	\$31.	,521,740*
Total Payments Listed (column totals added)			$\boxtimes$	\$ 31,	521,740*		
		-					<del></del>
ak man	D. FEDERAL SIGNATURE			SP 1 1 July Harris Seja		N82-	Town o
signature constitutes an undertaking by the issue	ed by the undersigned duly authorized person. If r to furnish to the U.S. Securities and Exchange Corredited investor pursuant to paragraph (b)(2) of	Commis	ssion, upo				
Issuer (Print or Type)  M Financial Holdings Incorporated	Signature Sand Schutt	Date Mai	rch <u>/7</u> ,	2006			
Name of Signer (Print or Type)  David W. Schutt	Title of Signer (Print or Type) Secretary						

\* The issuer will receive no cash proceeds from the offering. The purpose of the offering is not to raise capital, but to distribute compensation under an incentive compensation plan for services rendered to the issuer.

ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

# APPENDIX

1		2	3		4	1			5	
	to non-a	d to sell ccredited s in State 3-Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)				Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)	
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No	
AL										
AK										
AZ	X		Common Stock \$732,530	3	\$704,300	1	\$28,230		X	
AR		X	Common Stock \$65,820	1	\$65,820	0	N/A		X	
CA		X	Common Stock \$9,146,420	41	. \$9,146,420	0	N/A	,	Х	
СО	X		Common Stock \$794,580	6	\$776,200	1	\$18,380		X	
СТ	X		Common Stock \$342,290	7	\$315,640	1	\$26,650		X	
DE		X	Common Stock \$103,400	1	\$103,400	0	N/A		X	
DC	X		Common Stock \$76,270	1	\$6,800	1	\$69,470		X	
FL		X	Common Stock \$1,136,760	9	\$1,136,760	0	N/A		X	
GA	X		Common Stock \$3,314,140	8	\$3,252,870	1	\$61,270		X	
HI							,			
ID										
IL	X		Common Stock \$1,204,630	8	\$1,010,660	4	\$193,970		X	
IN		X	Common Stock \$112,740	3	\$112,740	0	N/A		X	
IA		X	Common Stock \$54,910	2	\$54,910	0	N/A		X	
KS							•			
KY		X	Common Stock \$119,790	2	\$119,790	0	N/A		X	
LA	х		Common Stock \$238,150	3	\$147,240	1	\$90,910		X	
ME							-			

1		2	3			4			5
	to non-a	to sell ccredited s in State 3-Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)			Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)	
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No
MD		X	Common Stock \$111,160	1	\$111,160	0	N/A		X
MA		X	Common Stock \$731,710	7	\$731,710	0	N/A		X
MI	X		Common Stock \$1,047,620	6	\$902,260	1	\$145,360		X
MN		X	Common Stock \$54,830	1	\$54,830	0	N/A		X
MS									
МО		X	Common Stock \$526,380	2	\$526,380	0	N/A		X
MT									
NE		X	Common Stock \$900,200	7	\$900,200	0	N/A		X
NV									
NH									
NJ									
NM									
NY	X		Common Stock \$751,210	7	\$720,440	2	\$30,770		X
NC		· X	Common Stock \$1,047,170	3	\$1,047,170	0	N/A		X
ND									
ОН	X		Common Stock \$857,690	9	\$421,490	4	\$436,200		X
OK	X		Common Stock \$107,240	0	N/A	2	\$107,240		X
OR	X		Common Stock \$3,668,200	4	\$2,041,070	2	\$1,627,130		X
PA	X		Common Stock \$1,441,100	9	\$1,029,290	1	\$411,810	10318-11-11	X
RI		X	Common Stock \$264,270	. 7	\$264,270	0	N/A		X
SC_									
SD									
TN	X		Common Stock \$273,920	6	\$221,660	1	\$52,260		X
TX		X	Common Stock \$943,690	11	\$943,690	0	N/A		X

1		2	3		4	1		,	5	
	to non-a	I to sell ccredited s in State -Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)				Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)	
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No	
UT		X.	Common Stock \$35,100	1	\$35,100	0	N/A			
VT		X	Common Stock \$79,160	1	\$79,160	0	N/A		X	
VA		X	Common Stock \$278,010	3	\$278,010	0	N/A		X	
WA	X		Common Stock \$514,390	4	\$491,090	1	\$23,300		X	
WV										
WI	1	X	Common Stock \$531,260	4	\$531,260	0	. N/A		X	
WY										
PR										

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